

# ANNUAL EEO PUBLIC FILE REPORT

WOI

**October 1, 2013 through September 30, 2014**

The purpose of the EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WOI

The information contained in this Report covers the time period beginning October 1, 2013 to and including September 30, 2014 (the "Applicable Period"). The FCC's EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled "Recruitment Sources Utilized" refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed "filled" when the hiree began work. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from October 1, 2013 through September 30, 2014

Station(s) Comprising the Station Employment Unit: WOI

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Master Control Operator	12/2/13	YY	4	A-F, H-L, N, P-Y, AA-FF, II-NN, PP-WW, YY-ZZ
2	Master Control Operator	2/2/14, 2/17/14	ZZ	6	A-F, H-L, N, P-Y, AA-FF, II-NN, PP-WW, YY-ZZ, a
3	Multimedia Photojournalist	2/3/14	Z	4	B-F, H, J-N, P-Z, AA-FF, HH-JJ, LL-NN, PP-UU, WW-ZZ
4	Audio Operator/Production Assistant	2/24/14	YY	6	A-F, H-L, N, P-Y, AA-FF, II-NN, PP-WW, YY-ZZ
5	Account Executive	3/3/14, 3/24/14	b, YY	10	A-F, H, J-L, N, P-Y, AA-NN, PP-WW, YY-ZZ, a-c
6	Administrative Assistant	3/24/14	d	3	A-F, H, J-L, N, P-Q, S-Y, AA-NN, PP-WW, YY-ZZ, c-d
7	Producer	4/28/14, 5/5/14	a	6	B-F, H, J-N, P-Z, AA-FF, HH-JJ, LL-NN, PP-UU, WW, YY-ZZ, a
8	Production Assistant	5/14/14	BB	8	A-F, H-L, N, P-Y, AA-FF, II-NN, PP-WW, YY-ZZ
9	Multimedia Photojournalist	5/27/14, 6/30/14	PP, e	2	B-F, H, J-N, P-Z, AA-FF, HH-JJ, LL-NN, PP-UU, WW, YY-ZZ, e
10	National Sales Assistant	6/2/14	a	2	A-F, H, J-L, N, P-Y, AA-GG, II-KK, MM-NN, PP-WW, YY-ZZ, a

11	News Director	8/20/14	b	5	B-F, H, J-N, P-Z, AA-FF, HH-JJ, LL-NN, PP-UU, WW, YY-ZZ, b, f
12	Master Control Operator	8/27/14	YY	4	A, C-F, H-L, N, P-R, V-Y, AA-CC, EE-FF, II-KK, NN, PP-WW, YY-ZZ
13	Account Executive	9/2/14	a	4	A, C-F, H, J-L, N, P-R, U-Y, AA-CC, EE-GG, JJ-KK, NN, PP-WW, YY-ZZ, a
14	Audio Operator/Production Assistant	9/29/14	a	6	A, B-F, H-L, N, P-R, V-Y, AA-CC, EE-FF, II-KK, NN, PP-WW, YY-ZZ, a
15	Multimedia Photojournalist	9/29/14	a	5	C-F, H, J-N, P-R, V-W, Y-Z, AA-CC, EE-FF, HH-JJ, NN, PP-UU, WW, YY-ZZ, a

Total Number of Persons Interviewed During Applicable Period: 75

# Appendix 2 to Annual EEO Public File Report

Covering the Period from October 1, 2013 through September 30, 2014

Station(s) Comprising the Station Employment Unit: WOI

## Section 2: Recruitment Source Information

	Recruitment Source	Contact	Address	Phone	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	American Institute of Business	Jane DeHaven	2500 Fleur Drive Des Moines, IA 50312	515-246-5342	Y	1
B	American Indian Council		430 E Grand Des Moines, IA 50309	800-845-9013	Y	0
C	Ashford University	Patricia Niemann	400 North Bluff Blvd Clinton, IA 52732	800-242-4153 x7711	Y	0
D	Bradley University	Melissa Poulsen	1501 W. Bradley Ave. Peoria, IL 61625	309-677-2513	Y	0
E	Briar Cliff University	Dori Rivera	3303 Rebecca St.	712-	Y	0

			Sioux City, IA 51104	279-5425		
F	Broadcast Center	Kara Savio	2360 Hampton Ave. St. Louis, MO 63139	314-647-8181	Y	0
G	Broadcasting & Cable (NewBay Media)	Zahra Majma	28 East 28th Street., 12th Floor New York, NY 10016	212-378-0400 x517	N	0
H	Buena Vista University	Career Services	610 W. 4th St. Storm Lake, IA 50588	712-749-2440	Y	0
I	California Chicano News Media Association (CCNMA)	Sylvia Wells	725 Arizona Ave., Ste. 206 Santa Monica, CA 90401-1734	424-229-9482	Y	0
J	Central College Career Center	Deb DeVos	812 University Pella, IA 50219	641-628-5856	Y	0
K	Chicago State University	Penny Bailey	Career Development Center 9501 S King Drive, CRSU 230 Chicago, IL 60628	773-995-2327	Y	0
L	Clarke University	Becky Herrig	1550 Clarke Dr. Dubuque, IA 52001	563-588-6302	Y	0
M	Collective Talent	Michael Bille	1721 Richardson Pl. Tampa, FL 33606	813-254-9695	Y	0
N	Des Moines Area Comm. College		2006 S. Ankeny Blvd. Ankeny, IA 50021	515-964-	Y	0

				6215		
O	Des Moines Register Classifieds	Sarah Jordan	sajordan@dmreg.com	515- 284- 8179	N	0
P	Des Moines Rights	Rudy Simms	602 Robert D. Ray Dr. Des Moines, IA 50309	515- 283- 4284	Y	0
Q	Dordt College	Ellen Mouw	Office of Career Services 498 4th Avenue, NE Sioux Center, IA 51250	712- 722- 6078	Y	0
R	Drake University School of Journalism & Mass Comm.	Todd Evans	118 Meredith Hall Des Moines, IA 50311	515- 271- 3194	Y	2
S	Goodwill Industries	Kristen McMains	4900 NE 22nd St. Des Moines, IA 50313	515- 265- 5323 x220	Y	0
T	Graceland University	Jan Gray	1 University Place Lamoni, IA 50140	641- 784- 5460	Y	0
U	Grand View University	Amanda Coco	1200 Grandview Avenue Des Moines, IA 50316	515- 263- 2888	Y	0
V	Greater Des Moines Partnership	Nathan Ritz	700 Locust St., Ste. 100 Des Moines, IA 50309	515- 286- 4937	Y	0
W	Grinnell College	Sue Barnes	Career Development Office 1127 Park St.	641- 269-	Y	0

			Grinnell, IA 50112-1690	4940		
X	ICSAA (Iowa Office on the Status of African Americans)	Kim Cheeks	Iowa Dept. of Human Rights, Lucas State Office Bldg 321 E. 12th St. Des Moines, IA 50319	515-281-3274	Y	0
Y	Illinois Center for Broadcasting	Don Clark	455 Eisenhower Lane S., Ste. 200 Lombard, IL 60148	630-916-1700 x3114	Y	0
Z	Illinois News Broadcaster's Assoc.	Bob Roberts	The Job File 124 3rd St. Wilmette, IL 60091	847-920-5590	Y	1
AA	Iowa at Work	Paula Arends	326 W. 3rd St. Suite #910 Davenport, IA 52804	563-336-3499	Y	0
BB	Iowa Broadcasters	Sue Toma	PO Box 71186 Des Moines, IA 50325	515-224-7237	Y	6
CC	Iowa College Recruiting Network	Valorie Larsson	10 Merrill Park Circle, Ste B Grinnell, IA 50112	515-867-6890	Y	0
DD	Iowa Lakes Community College	Bob Pritchard	330 S 18th St Estherville, IA 51334	712-362-7914	Y	0
EE	Iowa State University	Mary Ullestad-Heneke	Career Services 102 C.C. Catt Hall Ames, IA 50011	515-294-4841	Y	0
FF	Iowa Workforce Development	Ted Johnson	(IowaJobs/Iowa Works) 430 E Grand Des Moines, IA 50309	515-281-9600	Y	0
GG	Kaplan University	Lori Galhaar	4655 121st Street	515-	Y	0

			Urbandale, IA 50323	727-6844		
HH	Medialine	Mark Shilstone	PO Box 51909 Pacific Grove, CA 93950	800-237-8073	Y	0
II	Morningside College	Stacie Hays	Student Services 1501 Morningside Ave Sioux City, IA 51106	712-274-5254	Y	0
JJ	Northwest Missouri State University	Stacey Stokes	Career Services 800 University Dr., Admin Bldg 130 Maryville, MO 64468	660-562-1343	Y	0
KK	Northwestern College Iowa	Nancy Landhuis	101 7th St. Orange City, IA 51041	712-707-7225	Y	0
LL	Partners in Job Training & Placement	Jeanette Dawson	4703 16th St., Ste. H Moline, IL 61265	309-736-9621 x107	Y	0
MM	Saint Ambrose University	Angela Elliot	518 W. Locust St. Davenport, IA 52803	563-333-6339	Y	0
NN	Simpson College	Ann Greubel	701 N C St Indianola, Ia 50125	515-961-1667	Y	0
OO	Spots-N-Dots/Cable Spots	Emily McKay	1635 Old Highway 41, Ste. 112-338 Kennesaw, GA 30152	888-884-2630	N	0
PP	Tvjobs.com	Mark Holloway	Broadcast Employment Services PO Box 4116 Oceanside, CA 92052	800-374-0119	Y	1



QQ	University Of Iowa Dept. of Communication Studies	Allan Boettger	100 Pomerantz Center, Ste. C310 Iowa City, IA 52242	319- 335- 1023	Y	0
RR	University of Missouri- Kansas City website	Beth Medley	5000 Holmes, Floor 2 Kansas City, MO 64110	816- 235- 1636	Y	0
SS	University of Neb. at Omaha Academic & Career Development Center	Jessica Wolff	6001 Dodge St. EAB 115 Omaha, NE 68182	402- 554- 3672	Y	0
TT	Univ. Of Northern Iowa – Career Services	Shannon Seehase	1227 W 27th St. Cedar Falls, IA 50614-0389	319- 273- 6857	Y	0
UU	Upper Iowa University	Emily Swartz	5000 Westown Parkway, Ste 200 West Des Moines, IA 50266	515- 225- 1800 x2209	Y	0
VV	Urban Dreams	Wayne Ford	1410 6th Ave Des Moines, IA 50314	515- 288- 4742	Y	0
WW	William Penn University	Aubrey Leisinger	6000 Westown Parkway, Suite 100 West Des Moines, IA 50266	515- 422- 6173	Y	0
XX	WHBF/KCAU/KLKN/WLNE	Sarah Gramenz, Jill Collins, Steve Anderson, Anne Marie Menard	sgramenz@cbs4qc.com; jcollins@kcavt.com; sanderson@klkntv.com; amenard@abc6.com		Y	0
YY	WOI Websites: www.myabc5.com and www.weareiowa.com	Michelle Westcott/ Matt Clark	3903 Westown Pkwy West Des Moines, IA 50266	515- 457- 9645	Y	29

	Bulletin Board, Facebook page, CareerLink					
ZZ	Nexstar Broadcasting	Michelle Westcott/Terri Bush	3903 Westown Pkwy West Des Moines, IA 50266	515- 457- 9645	Y	15
a	Employee Referrals				N	10
b	Non-employee Referrals				N	5
c	DesMoinesHelpWanted.com	Chris Partlow	Chris.Partlow@regionalhelpwanted.com	641- 740- 0247	N	2
d	Indeed.com				N	1
e	Self-referral/Walk-in				N	1
f	Rick Gevers & Associates	Rick Gevers	PO Box 577 Zionsville, IN 46077	317- 769- 7900	N	1

## Appendix 3 to Annual EEO Public File Report

Covering the Period from October 1, 2013 through September 30, 2014

Station(s) Comprising the Station Employment Unit: WOI

### Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WOI

	Recruitment Initiative	Description
1	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions.	On February 13, 2014 our Business Manager and General Manager participated in the Drake University Career Fair, which was open to the general public, students and alumni. We received 9 resumes and 3 students interested in an internship.
2	Participation in job fairs by station personnel who have substantial responsibility for hiring decisions.	On April 3 <sup>rd</sup> , 2014 our Business Manager and Administrative Assistant participated in the Des Moines Area Community College Career & Resource Expo, which was open to the general public, students and alumni. We received 3 resumes and 1 student interested in an internship.
3	Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	WOI has been involved in helping members of the community achieve their educational goals. WOI recruits students interested in the broadcast industry by widely advertising our internship programs at career fairs and by educating managers to mention this opportunity when speaking with members of the community. Fall 2013 Semester we had 1 intern: Iowa State University. Winter 2014 Semester we had 2 interns: Iowa State University. Summer 2014 Semester we had 2 interns: Iowa State University.
4	Participation in general (not vacancy-specific) outreach	WOI participates in job banks and Internet programs with many organizations, including the Iowa Broadcaster's Association, Iowa

	efforts by such means as job banks or Internet programs.	College Recruiting Network, TVJobs.com, etc. These organizations have programs designed for outreach generally, and are not primarily directed to providing notification of specific job vacancies.
5	Participation in event or program relating to career opportunities in broadcasting sponsored by educational institutions.	On September 20, 2013 our Chief Meteorologist, and our AM/Mid-day and Weekend Meteorologists attended the National Weather Service open house in Johnston, IA. They set up a booth and talked to those who had questions about weather and a career in broadcasting.
6	Participation in event or program relating to career opportunities in broadcasting sponsored by educational institutions.	On October 8, 2013 our Weekend Meteorologist spoke at St. Francis Assisi School in Des Moines. He spoke to students about the dangers of severe weather and how to be safe during it. The students were able to ask questions about weather and his career in broadcasting.
7	Participation in event or program relating to career opportunities in broadcasting sponsored by educational institutions.	On November 11-14, 2013 our Chief Meteorologist conducted a tour of the station for the meteorology classes from Des Moines Area Community College. He discussed the station's history, educational background of employees, and answered questions regarding the weather center, the nature of broadcasting and his career as a meteorologist.
8	Participation in event or program relating to career opportunities in broadcasting sponsored by educational institutions.	On November 25, 2013 our Chief Meteorologist spoke at the Monroe Elementary School in Des Moines. He spoke to two 2nd grade classes about weather and weather safety. The students were able to ask questions about weather and his career in broadcasting.
9	Participation in event or program relating to career opportunities in broadcasting sponsored by educational	On November 29, 2013 our Multimedia Photojournalist met with a Grandview University student who job shadowed her for the day. The student was interested in a career in broadcasting and wanted to get first-hand experience in that role.

	institutions.	
10	Participation in event or program relating to career opportunities in broadcasting sponsored by educational institutions.	On January 16, 2014 our Assistant News Director spoke to the broadcast class at Iowa State University Journalism School in Ames, IA. She spoke about producing, she taught lessons in writing and stacking shows, provided handouts, viewed examples of newscasts. Students were able to ask questions about producing in order for them to start creating their own newscasts.
11	Participation in event or program relating to career opportunities in broadcasting sponsored by educational institutions.	On May 14, 2014 our Weekend Meteorologist spoke at Roland Story Elementary in Story City, IA during Career Days. He spoke about his career as a Meteorologist and also severe weather and weather safety.
12	Participation in event or program relating to career opportunities in broadcasting sponsored by educational institutions.	On September 3, 2014 our Weekend Meteorologist spoke at Barnum Elementary School in Barnum, IA. He spoke to students about weather basics and atmospheric science. The students were able to ask questions about weather and his career in broadcasting.
13	Participation in other activities reasonably calculated by the station to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such.	On December 7, 2013 our News Anchor conducted a tour of the station for the Girl Scout Troop #24 from Bloomfield, IA. She discussed the stations history, educational background of employees and they learned about the weather center "green wall", in order to receive their media badge.
14	Providing training to management level personnel	EEO meetings are held periodically to educate department heads regarding their roles and responsibilities in the EEO process and to

	as to methods of ensuring equal employment opportunity and preventing discrimination.	ensure that all departments are hiring and promoting in a non-discriminatory fashion. In the Department Head meeting on March 25th, 2014, our Business Manager discussed the changes to the new hire process and exit interview process and provided management with the following Nexstar policies: Hiring Process HR-B2 and Separation of Employment HR-B8.
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